

BLOOMSBURY DIGITAL FASHION MASTERCLASSES 2



REAL INDUSTRY INSIGHTS INTO DIGITAL TRANSFORMATION

Get the inside track from key industry players with **ten video interviews** exploring how leading brands are driving digital transformation throughout the fashion value chain across design, production, and sales.

Created by **The Digital Fashion Group**, this new collection uses examples from globally recognised brands such as Hugo Boss and ASOS to show how digital tools and processes are being applied right now across these four high-impact themes:

- Sustainability
- Artificial Intelligence
- Produce on Demand
- Adaptive Fashion

Each interview is supported by a business case study, embedding a practical understanding of how technology is used creatively and collaboratively in industry, and preparing students for future careers.

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